

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

DDA5127
CONSUMER IN DIGITAL AGE
(All groups/sections)

6 JULY 2023
9:00AM – 11:00AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages with **TWO** sections.
2. Answer **ALL** questions in the Answer Booklet provided.

SECTION A: SHORT ANSWER [20 MARKS]**Instruction:** Answer ALL questions.

1. Imagine you are a marketing manager for a new vegan food company. How would you use consumer behaviour insights to target and attract new customers while also addressing potential issues related to sustainability and ethical production? Discuss your strategies based on the following:
 - a) Market segmentation (2 marks)
 - b) Positioning (2 marks)
 - c) Social proof (2 marks)
 - d) Convenience (2 marks)
 - e) Marketing (2 marks)

2. You are the marketing manager for a new line of eco-friendly cleaning products. How can you use social class to target consumers who are both environmentally conscious and price-sensitive? Discuss your strategies based on the following:
 - a) Market segmentation (2 marks)
 - b) Value (2 marks)
 - c) Partnering (2 marks)
 - d) Social Media (2 marks)
 - e) Incentives (2 marks)

Continued...

SECTION B: DISCUSSION [20 MARKS]**Instruction:** Answer **all** question.**The Coffee Company**

The Coffee Company is a small independent coffee shop that has been in business for five years. The owners, Jane and Mike, have noticed a decline in sales recently and are concerned about the future of the business. They have hired you as a consultant to help them understand the problem and develop a strategy to increase sales.

1. What are **FOUR** possible factors that could be contributing to the decline in sales at The Coffee Company? (4 marks)
2. List **FOUR** data and information that you would collect to better understand the problem. (4 marks)
3. What are **TWO** possible consumer segments that you could identify based on the data collected? (2 marks)
4. How would you use the identified consumer segments to develop a marketing strategy? (2 marks)
5. Discuss **TWO** high and low effort decision-making strategies that could be used to cater top different types of consumers. (2 marks)
6. How could The Coffee Company incorporate social responsibility into its marketing strategy? Provide **TWO** strategies. (2 marks)
7. How could The Coffee Company use post-decision processes to build customer loyalty? Provide **Two** strategies. (2 marks)
8. Suggest **TWO** social media strategies that The Coffee Company can incorporate in their marketing plan. (2 marks)

End of Paper